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ABSTRACT

This annual report highlights a strategic plan focusing on issues that shape the changing future of agriculture and rural communities, and describes 1992 programs. The strategic plan addresses the following priority areas: (1) globalization; (2) environmental issues; (3) new technologies; (4) consumer issues; (5) role of agricultural institutions; and (6) changing rural communities. A section titled "Policy Dialogue" summarizes seminars, workshops, and conferences funded by the Farm Foundation, including a meeting focusing on the needs of young children in rural communities. A section titled "Research Agenda Development" reports on the research projects funded during the past year. Outlines of regional cooperative extension meetings include a description of the activities of a western public policy education committee that focused on globalization and environmental issues. The section titled "Leadership Development and Recognition" features leadership development activities funded by the Farm Foundation and recognizes accomplishments of individuals (including fellowships, scholarships, speakers, workshops, and publications). Examples include a workshop for educating young reporters about agriculture, a project of the American Agricultural Economics Association Economic Education for Youth Committee; and a task force on food and agricultural and resource economics for youth. The document also contains lists of staff activities, round table members, Farm Foundation contributors, financial data, and publications. (KS)

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1993 Annual Report

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Farm Foundation Annual Report

Farm Foundation's mission is to improve the economic and social prospects of agriculture and rural communities. In a catalytic role, Farm Foundation works to increase knowledge and understanding of agricultural and rural issues and encourages the wise application of that knowledge to the challenges and opportunities faced today.

In this, its sixtieth year, Farm Foundation's Board of Trustees has reaffirmed its mission by adopting a comprehensive, strategic plan to guide Foundation programming for the next five years. This plan, developed during 1992, represents the trustees' shared vision of the Foundation's role as a catalyst for focusing on those issues that shape the changing future of agriculture and rural communities.

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Chairman's Message

William R. Gordon

Continuing Commitment

Sixty years ago Alexander Legge and Frank O. Lowden organized a meeting of agricultural and business leaders to form a nonprofit organization to improve the conditions and general welfare of the rural population in America. The founding trustees saw Farm Foundation as a vehicle to focus human and financial resources to improve the economic viability of agriculture and the prospects of rural communities. They established a vision that the Farm Foundation trustees are committed to continue in today's challenging environment.

Farm Foundation was created at a time when agriculture was undergoing major structural change and the general economy was mired in the great depression. Agricultural prices were low; rural communities were losing population and their economic base was threatened. Government policies related to agriculture and rural America were just beginning to emerge as significant public issues.

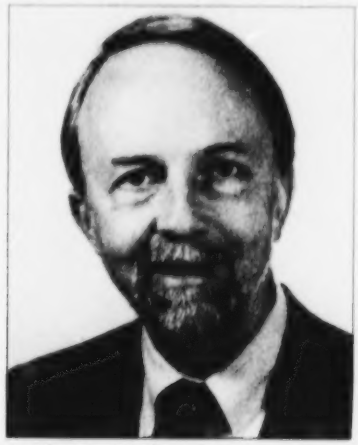
In the six decades since its inception, Farm Foundation has acted as a catalyst to bring agricultural, government, academic and business leaders together to develop better public policy and to stimulate creative thinking to achieve its goals. The resulting interaction among these leaders has generated better research, stronger educational programs and more informed policy dialogues. Farm Foundation's dedication and progressive leadership have provided opportunities for a wide spectrum of people to get involved in shaping America's agricultural policy and better serving our rural citizens.

On the threshold of its seventh decade, Farm Foundation renews its commitment to the vision of the founding trustees through the strategic plan. Our objective is to focus Farm Foundation's programming on today's issues. We begin this new decade confident that we can continue to be an effective catalyst for the development of agriculture and rural communities of America.

Wm R Gordon

William R. Gordon
Chairman of the Board

A Vision for the Future



Walter J. Armbruster

As Farm Foundation enters its seventh decade, we re-emphasize the Foundation's objectives to help foster innovative thinking and creative solutions to problems and issues facing American agriculture and its rural communities. The strategic planning process of the past year has renewed Farm Foundation's vision and given us a road map for future programming with a more focused agenda.

Our strategic plan identifies six program priority areas to address the major forces that will shape agricultural and rural policy. Globalization of all aspects of economic activity will continue; environmental issues will command domestic and international attention; new mechanical, biotechnological and informational technologies promise to expand human productivity; consumers will demand a safe and healthy food supply; agricultural institutions must evolve to meet new challenges; and rural communities will be molded by a changing economic and social reality. These issues must be addressed immediately and effectively.

Future program decisions will be based on how proposed activities address these priority areas. Farm Foundation programming will continue to focus on efforts to stimulate policy dialogue and communication, shape the agricultural research agenda, develop and recognize leadership and encourage regional and national extension programs.

Many of the program activities funded this past year were initiated prior to the completion of our strategic plan, yet all of them focus on one or more of the priority areas. This report details our activities and identifies how each project contributes to the designated priorities.

Farm Foundation will continue to focus on emerging issues affecting agriculture and rural communities and stimulate creative thinking about these challenges. Our strategic plan renews our dedication for the coming decade.

Walter J. Armbruster

Walter J. Armbruster
Managing Director

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Farm Foundation's Strategic Plan

Farm Foundation's mission, as stated at the beginning of this report, is to improve the economic and social prospects of agriculture and rural communities in America. To guide our programming, we have developed a strategic plan to emphasize Farm Foundation's catalytic leadership role in dealing with the issues and challenges facing agriculture and rural communities.

The Challenges

American agriculture and rural communities face critical economic and social changes during the next decade. Current and future trends and developments, nationally and internationally, will have significant implications. The challenge to Farm Foundation is to focus its resources and programming on those issues that have the greatest potential to transform American agriculture and rural lifestyles.

These challenges necessarily involve public policy issues. The policy outcomes and direction are subject to change with appropriate input from agricultural and rural interests. Continuing interaction and dialogue will help find the common ground on which we may build solutions. Research, education and policy analysis will provide a basis for informing that dialogue.

The Foundation foresees a continuing decline in the preeminence of agricultural commodity policy. Our government's increasing attention to macroeconomic, trade, environmental, food safety and other policies will greatly affect agriculture and rural communities in coming years. These changes require attention to a wider range of policy issues and a continuing presence in shaping new policy. Farm Foundation seeks to be a positive force in this dynamic process.

Catalytic Leadership Role

Farm Foundation acts as a catalyst to increase public knowledge of the changing agricultural and rural issues and encourages the wise application of that knowledge to the challenges and opportunities we face today. The Foundation provides leadership to facilitate communication about emerging agricultural issues among agribusiness and policy leaders, government officials and the academic community. We strive to focus communication to lead to better understanding of the issues and responsible public policy.

The need is greater than ever for a variety of participants to help shape the research, education and policy analysis agenda. Farm Foundation will provide opportunities to explore new alternatives by sponsoring activities to address specific goals and priority thrusts, identify research and education needs, and explore policy alternatives.

Priority Areas

Farm Foundation has currently identified the following six areas as the most important challenges facing American agriculture and rural communities over the next three to five years:

- **Globalization**
- **Environmental Issues**
- **New Technologies**
- **Consumer Issues**
- **Role of Agricultural Institutions**
- **Changing Rural Communities**

These priority areas each address several important elements as discussed below:

- **Globalization.** The domestic and global restructuring of agriculture and agribusiness, trade agreements and efforts to maintain competitiveness will have significant implications for various agricultural sectors, rural communities and businesses that serve them. The impact of globalization on American agriculture has been accentuated and accelerated by the collapse of communist governments in Eastern Europe and the former Soviet Union. Agriculture must now compete with more sectors in the global economy for access to capital.
- **Environmental Issues.** Water quality and waste management issues are high on the list of environmental issues which directly affect agriculture and rural communities. The tie between animal agriculture and environmental issues will be of increasing concern, as will chemical use, tillage practices and sustainability.
- **New Technologies.** Evolving technologies, including biotechnology and information technology, require increasing management expertise. The future of production agriculture, agribusiness and rural communities will be profoundly affected by adapting to these technological developments. Significant research and education will be required from the land grant universities and USDA agencies related to the application of these technologies and their economic implications.
- **Consumer Issues.** Food safety, demographic changes and demands for convenience and other attributes in food products are driving changes in the way foods are marketed. Some of U.S. agriculture and agribusiness is providing leadership in this area. However, many segments of agriculture, agribusiness and institutions designed to serve them must undergo significant change or reinvention to avoid becoming obsolete.
- **Role of Agricultural Institutions.** A government supported institutional structure, which includes USDA and the land grant universities, has developed as part of U.S. policy to assist the agricultural sector. The market facilitation, resource preservation and consumer protection programs of USDA may need significant redirection. Land grant institutions must produce relevant research and education programs in order to earn continued taxpayer support of their efforts which have played unique roles in the development of the U.S. agricultural productivity and competitiveness.
- **Changing Rural Communities.** America's rural communities face an uncertain future. Agriculture and agribusiness have a significant stake in assuring a satisfactory economic and

social environment, quality education and access to good health care necessary for viable rural communities.

Communication and leadership development are not designated as an independent priority area; however, Farm Foundation's mission includes a commitment to articulating agricultural and rural issues and encouraging leadership development. This commitment is an integral part of all priority areas.

Farm Foundation Programming

Farm Foundation's focus on the economic and social prospects for agriculture and rural communities provides its strategic advantage. Its link with agricultural economists and social scientists brings disciplinary knowledge to bear on priority areas. Interaction among these professionals with business and policy leaders, government officials and others involved with a particular issue allows them to identify new strategies and policy options which can be explored objectively.

Foundation programming includes a variety of workshops, symposia, conferences, publications, committees and communications efforts related to agriculture and rural communities that are linked to one or more of our priority areas. All of these activities center on one of the following four program categories:

- Policy dialogue and communication
- Research agenda development
- Extension committee programming
- Leadership development and recognition

Implementation

Catalytic leadership requires involvement, which has always been a hallmark of Farm Foundation's programming. Our staff devotes considerable time in active participation and leadership in planning and implementing sponsored activities.

As a catalyst, Farm Foundation never works alone. We look for opportunities to use our limited financial and staff resources which can be multiplied in impact through leveraging substantial additional funding.

Farm Foundation's staff develops a plan of work each fiscal year based on interaction with the trustees, the Executive Committee and numerous agricultural professionals. This year's activities fall into one of the four program categories identified above and each activity may address one or more of the priority areas identified in the strategic plan.

Farm Foundation's activities for the past fiscal year are reported in the following pages by program category. Priority areas are identified for each and leveraged resources are noted where applicable.

Farm Foundation's strategic plan has been designed . . . to address the difficult problems of rural America as it adjusts to the changes created by domestic and international forces.

Robert M. Book, President
AgriVista

Policy Dialogue and Communication

Public policy decisions have direct and indirect impacts on American agriculture and rural people, thus Farm Foundation funds activities designed to provide a forum for dialogue on important policy issues. These include seminars, workshops, conferences and other venues that provide an opportunity to bring academic, government, agriculture, agribusiness and other interest groups together. Farm Foundation communicates the proceedings of these events to policy and opinion makers to increase public understanding of the issues and to inform policy decisions.

1992 National Public Policy Education Conference

Priority Areas: Globalization, Environmental Issues, Changing Rural Communities

Approximately 165 extension policy educators attended the 42nd National Public Policy Education Conference sponsored by Farm Foundation held September 20-23, 1992 in Burlington, Vermont. Major topics for the conference were "Public Policy Education in the 1990's," "Agriculture and Environmental Policymaking: Issues, Actors, Strategies," "The Rural Social Infrastructure," and "Domestic Consequences of Evolving International Trade Policy." Over 6,000 copies of the conference proceedings, published in January, 1993 were distributed to universities, policy makers, extension educators, county extension offices, Farm Foundation trustees, and other interested parties. Conference participants and readers of the proceedings commended the effectiveness and relevance of the presentations.

National Planning Association

Priority Areas: Globalization, Role of Agricultural Institutions

The National Planning Association (NPA) is a research and policy formulating institution that focuses on competitiveness in international trade, U.S. productivity and workforce preparedness. NPA provides a forum for management, labor, agriculture and academia to search for common ground.

NPA's Food and Agriculture Committee promotes a more productive and competitive U.S. food and agricultural sector. An April, 1993 conference addressed "The Bold Future of the U.S. Food System" as part of a project on the evolution taking place.

NPA's New American Realities Committee is exploring labor market and work force issues affecting the competitive position of U.S. industry in a world economy. It has examined the implications of labor relations in German and Japanese markets as a basis for approaches to improving U.S. labor-management relations and work force quality.

Quality and Safety in the Food Chain

Priority Area: Consumer Issues

Farm Foundation supported an effort by the American Society of Agricultural Engineers (ASAE) to focus attention on food safety issues in designing food processing and handling systems. Forums were held in December, 1991 and June, 1992. A publicationtitled "Action Agendas for Quality and Safety in the Food Chain" was published and distributed to ASAE members, USDA administrators, policy makers and the academic community. The publication has served to focus creative thinking on these important issues.

1995 Food and Agricultural Policy Debate

Priority Areas: Globalization, Environmental Issues, Consumer Issues

Farm Foundation and Regional Research Committee NCR-151 are sponsoring a background book for issues that will likely arise during debate on the 1995 farm bill. The objective is to provide relevant facts and analysis on numerous farm bill issues for citizens, interest groups and policy makers to facilitate the policy debate. The book will be completed in the fall of 1993. Extension pamphlets will be produced and widely disseminated. Briefings for congressional staff and Washington policy officials will be part of this effort.

Choices for the 21st Century

Priority Areas: Role of Agricultural Institutions, Communications and Leadership

Farm Foundation participated in sponsoring the publication of a special edition of "Choices" magazine, "Choices for the 21st Century," published by the American Agricultural Economics Association, which contained articles on important policy issues related to agriculture and rural development. The publication was widely distributed within government, academic and agribusiness circles.

U.S. and Mexican Trade

Priority Area: Globalization

Farm Foundation funded the participation of a Mexican representative at an invited papers session of the Western Agricultural Economics Association annual meeting to discuss trade relationships between the U.S. and Mexico. This exchange provided U.S. agricultural economists with insights regarding Mexican concerns about the practical problems involved in trade between our countries.

National Farm-City Council

Priority Area: Changing Rural Communities

National Farm-City Council sponsors a variety of activities designed to increase mutual understanding between urban and rural Americans. Farm Foundation participates in the annual Farm-City Luncheon, provides support for other Council activities and is active in planning the national program. The Council (originally the Farm-City Committee) was initiated in 1955 with guidance from C. Dana Bennett, the founder of what is now Farm Foundation's Bennett Agricultural Round Table.

Great Plains Agricultural Marketing and Policy in the Global Economy

Priority Area: Globalization

In 1992, Farm Foundation cosponsored a central segment of the Great Plains Agricultural Council annual meeting. It focused on development of do-

mestic and international markets and the ramifications for the agricultural enterprises and rural communities of the Great Plains. Participants from USDA agencies administering agricultural and resource programs, land grant university administrators and other policy officials gained a deeper understanding of the challenges they face.

Rurality and the Global Economy

Priority Area: Role of Agricultural Institutions

The 55th annual meeting of the Rural Sociological Society, held in conjunction with the Eighth World Congress of Rural Sociology, focused on the impact of the changing world order on rural societies. Farm Foundation sponsored segments of the program to stimulate better understanding of how agricultural institutions work with rural society in a global economy.

Linking Trade, Agricultural Policy and the Environment

Priority Areas: Globalization, Environmental Issues, Role of Agricultural Institutions

Farm Foundation sponsored this symposium at the Eighth World Congress of Rural Sociology. Activists and rural sociology professionals discussed the trend toward internationalization of agriculture and its impact on family farms, rural communities and the quality of life in rural America. Panelists developed a list of suggestions for future research and policy actions. A proceedings publication is in progress.

Interaction with Eastern European Agricultural Economists

Priority Area: Globalization

The American Agricultural Economics Association (AAEA) Foundation sponsored a number of agricultural economists from Eastern Europe to attend the 1992 and 1993 AAEA annual meetings. These meetings provided an opportunity for economists from countries with emerging market economies to interact with professional colleagues in North America. Farm Foundation worked with The Chicago Farmers and University of Illinois extension economists to host a post-conference visit by the East Europeans to Chicago futures markets, agribusinesses and Illinois farms. Evaluations indicate numerous benefits from these professional exchanges for both U.S. and foreign participants.

Chinese Agricultural Development in the 1990's

Priority Area: Globalization

Farm Foundation and the Economic Research Service/USDA are supporting the publication of proceedings from a conference on Chinese policies for agricultural development held in Beijing in August, 1992. The proceedings will be distributed throughout China and to academic, government and private economists, nationally and internationally, who are interested in Chinese agricultural development.

American Agricultural Law Association

Priority Areas: Globalization, Consumer Issues

This organization of over 900 lawyers and other agricultural professionals got its start in 1980 when Farm Foundation provided resources for a small group of agricultural economists/lawyers to meet and explore the need for a professional association centered on the legal issues facing U.S. agriculture. The 1992 annual meeting and Continuing

Legal Education Conference included sessions on structuring international transactions in agricultural commodities, federal farm programs, environmental compliance, farm management, bankruptcy, tax issues and ethics. About 200 agricultural lawyers from academia, government and private practice participated.

Food Security Public Issues Education

Priority Area: Consumer Issues

This workshop for nutrition specialists focused on awareness of societal issues affecting food security and explored approaches for conducting food security policy issue education programs. Participants learned process and implementation skills for public issue education and attended a major address on controversial public issues. Approximately 94 percent of the participants reported that they would be conducting food security public issues programming within the next three years.

Evolution of the Food Chain in a Changing International Environment

Priority Area: Globalization

The International Agribusiness Management Association Symposium met in Oxford, England, to explore the challenges faced by firms operating in a global economy. Farm Foundation funded scholarships for students participating in the IAMA meeting which provided an opportunity for them to interact with researchers and industry leaders in the agribusiness complex from a number of countries.

Economics of Animal Health Management Research

Priority Areas: Consumer Issues, New Technologies

Issues of animal health have economic consequences for consumers as well as farmers and ranchers. Too often animal health policies are decided without considering the economic impacts on various segments of the food industry. Farm Foundation sponsored two food safety economists to participate in this animal health research symposium. The interaction between economists and biological scientists on this issue was beneficial for all. The conference received support from other sources totaling over $50,000.

Ownership, Rent and Taxation of Agricultural Land

Priority Area: Environmental Issues

Land tenure and taxation related to agriculture have long been topics of research and public policy debate. Farm Foundation helped fund a 1991 conference on America's future land ownership patterns. The book which resulted from this conference serves as a benchmark for future research and policy discussion related to ownership interests, sources of value, geographic data systems, taxation of land interests, and economic analysis of land.

Social, Economic and Institutional Barriers to Soil Conservation

Priority Area: Environmental Issues

Approximately 60 international experts participated in this unique conference on the socioeconomics of soil and water conservation held in Honolulu, Hawaii. The participants had the op-

portunity to exchange ideas on successes and failures in conservation programs in many countries. Farm Foundation supported speaker travel expenses and its funds were leveraged threefold by the Soil Conservation Service, USDA and the Johnson Wax Company. In-kind contributions valued at over $30,000 were received. A proceedings publication will be published.

Resource Policy Consortium

Priority Area: Environmental Issues

The consortium's 1992 conference was held May 21-22 in Washington, D.C. Major topics included property rights, resource valuation and management of public lands. Speakers from Australia, India, Canada, England and the United States discussed these important resource and environmental issues. In addition to Farm Foundation, Economic Research Service and Soil Conservation Service of USDA and the Environmental Protection Agency helped fund the conference. A proceedings document was published and distributed to participants and policy officials.

Water Quantity/Quality Disputes and Resolutions

Priority Area: Environmental Issues

Allocating scarce water resources and improving water quality are pressing worldwide environmental problems. This conference was designed to combine technical approaches with economics, game theory and dispute resolution methods to analyze possible solutions. Over 120 scholars from universities, government agencies and private organizations from around the world participated in the conference held in Washington, D.C. A book of selected papers will be published in the fall of 1993. Sponsors of the conference included The World Bank, ERS/USDA, The Monaster Center and Ben-Gurion University of the Negev, U.S. Environmental Protection Agency, U.S. Army Corp of Engineers and the University of California Water Resources Center.

Urbanization and Development: Effects on the Use of Natural Resources

Priority Areas: Environmental Issues, Changing Rural Communities

Policy debates related to urban development of farmland and environmentally sensitive lands have suffered from a lack of economic research on what values citizens place on preservation of non-developed lands. This workshop, cosponsored by the Southern Region Information Exchange Group No. 10 and Farm Foundation, focused on three different approaches to measure what value the public places on land preservation and/or restricted development. Dissemination of these findings should add to the quality of related policy discussions.

Southern Sustainable Agriculture Conference

Priority Area: Environmental Issues

This workshop attracted about 180 farmers, interest group representatives and land grant university extension representatives. The objective was to encourage dialogue among individuals with diverse perspectives on the many facets of what is called "sustainable agriculture." Participants gave the conference high marks. A conference summary will be published and disseminated across the region. Farm Foundation funds were leveraged over fourfold by

contributions from Winrock International, Extension Service/USDA and the Southern Region Sustainable Agriculture Research and Education program. The Southern Region Rural Development Center and the Georgia Cooperative Extension Service provided coordination and logistic support.

Next Generation of Agricultural Conservation Policy

Priority Area: Environmental Issues

Farm Foundation cosponsored a conference titled "The Next Generation of Agricultural Conservation Policy" organized by the Soil & Water Conservation Society. The conference was attended by over 400 representatives of government, academia, agriculture, agribusiness, conservation groups, environmental groups and other interest groups. It provided a forum for interaction among these groups on a wide variety of conservation related policy issues. Other organizations providing funding for the conference included USDA's Extension Service, Economic Research Service and Soil Conservation Service, U.S. Fish and Wildlife Service, U.S. Environmental Protection Agency, The Joyce Foundation, Deere & Company, Monsanto, and Pioneer Hi-Bred International.

Agriculture Health and Safety Working Group

Priority Area: Changing Rural Communities

This ad hoc working group met twice during the past year under the leadership of Farm Foundation to complete the process of identifying common agenda items for research, education and policy attention. Task forces have addressed six areas: statistical data, occupational health, incidents and injuries, rehabilitation, intervention, and rural health infrastructure. This forum provides the only opportunity for agricultural safety and rural health groups concerned with safety issues surrounding agricultural and rural occupations to dialogue on and develop coalitions around productive strategies to prevent injuries and illness.

Needs of Young Children in Rural Communities

Priority Areas: Changing Rural Communities, Role of Agricultural Institutions

North Central extension specialists concerned with implementing effective education programs under the extension's initiative on Plight of Young Children met to exchange information about successful models. A follow-up conference will explore progress and additional insights gained from implementing the models in other states.

Farm Foundation has served society for 60 years, bringing together agricultural producers, industry leaders, academicians and government officials to identify and discuss issues of concern to farmers and consumers alike. It serves a vital role stimulating dialogues to develop solutions that will not only lead to the betterment of agriculture but improve our nation's economy as a whole.

Dean Kleckner
American Farm Bureau Federation

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Research Agenda Development

Research related to agriculture and rural America receives significant funding from public and private sources. Farm Foundation acts as a catalyst to help focus the research agenda on priority issues by working closely with researchers, research institutions, research funders and those using or being affected by research results. Projects funded during the past year included the following:

Agricultural and Food Marketing Consortium

Priority Areas: Globalization, Role of Agricultural Institutions, Consumer Issues

Changes in consumer demand, processing and packaging technology, international trade rules, general economic conditions, industry structure and government regulations combine to produce an uncertain and dynamic environment within which U.S. food commodities and processed foods are marketed. The consortium is a joint effort of Farm Foundation and USDA's Agricultural Marketing Service, Agricultural Cooperative Service, Economic Research Service and Extension Service to create an institutional framework for economists from government, academia and the private sector to analyze these issues. The consortium held its first conference in January, 1993 for 45 participants. Its agenda for the next several years will focus on public policy issues in the food marketing system.

Applied Forecasting

Priority Area: New Technologies

Farm Foundation helped fund a learning workshop on applied forecasting at the American Agricultural Economics Association annual meeting. Over 160 agricultural economists attended the workshop to update themselves on recent progress in forecasting methodology and how to use this in their educational programs.

Commodity Promotion in a Global Economy

Priority Areas: Globalization, Consumer Issues

This conference, attended by approximately 60 university, government and commodity promotion organization representatives, explored policy issues related to generic commodity promotion programs in both domestic and foreign markets. Conference speakers provided updated research results on commodity promotion program effectiveness and the policy issues related to the expansion of these programs. The proceedings from the conference were published in April, 1993 and made available to the participants and a wide array of university, government agency and commodity organization personnel to inform further discussion of commodity promotion issues. Cosponsors included USDA's Agricultural Marketing Service, Economic Research Service and Foreign Agricultural Service, with each matching Farm Foundation's commitment.

Chinese Translation of an Agricultural Economics Text

Priority Area: Globalization

Farm Foundation provided funds to have the widely used introductory agricultural economics text "Agricultural Economics and Agribusiness" translated into Chinese for use with agricultural economics programs in 40 universities in the Peoples Republic of China. The publisher waived royalty on the translation for five years. The objective is to improve the quality of economics instruction in agricultural institutions in China.

Pesticide Use and Produce Quality

Priority Area: Consumer Issues

This workshop will examine the state of knowledge about consumer preferences concerning produce appearance and chemical use, specifically the connection between grade standards, production practices and produce quality. Papers will focus on whether grade standards lead to excessive use of chemicals in the fresh produce industry and related issues. A planning meeting and program development have been completed and a conference is scheduled for June 1-2, in Alexandria, Virginia. Researchers, government agency officials, and representatives of industry and consumer groups will assess the existing state of knowledge and stimulate the research needed to help increase understanding of this public policy issue.

Costs of Tobacco Marketing

Priority Area: New Technologies

Farm Foundation continued support for a multi-state committee of economists exploring ways to increase the efficiency of the marketing system for fluecured tobacco. Activities supported this year concern efforts to examine alternative methods for grading and marketing tobacco that could reduce costs and increase efficiency of the marketing system.

Farm Financial Standards Task Force

Priority Area: New Technologies

Farm Foundation provided support for initial organization of the Farm Financial Standards Task Force. The task force report has received widespread attention and its recommendations are being incorporated into teaching materials for use in high school, college and extension course offerings. The objective is to help farm operators prepare financial statements that meet the needs of today's lending institutions. The current task force thrust is to facilitate widespread adoption of the standards through educational programs. Farm Foundation is funding their coordinating efforts.

U.S. Agribusiness Competitiveness

Priority Areas: Globalization, Environmental Issues

Farm Foundation supported the Western Region Research Committee on Agribusiness Competitiveness (WRCC-72) conference in June, 1992. Particular emphasis was placed on the impact of environmental issues on agribusiness competitiveness in a global economy. Over 35 agricultural economists attended the conference. Representatives of the California Action Network, a regional farmer activist group, and Del Monte Foods discussed incorporation of environmental concerns into research on competitiveness. The growing interest in this annual conference is manifested in a decision by Western Re-

gion Experiment Station Directors to continue the coordinating committee for another three years.

Future Priorities for Farm Management Research

Priority Areas: New Technologies, Role of Agricultural Institutions

Recent trends toward commodity-specific analysis and multi-disciplinary problem solving have altered the role of traditional farm management research. Farm Foundation provided support to Regional Research Committee on Farm and Financial Management (NCR-113) to plan a conference to help redefine the role of farm management in relation to current policy issues and establish an agenda for future farm management research. The conference, scheduled for May, 1993, will include ten major presentations and discussions organized by leading agricultural economists.

Developing Management Skills of Farm Families

Priority Areas: Globalization, New Technologies

Farm Foundation funded a planning meeting for a national effort to increase educational outreach on farm and ranch management targeted at women. The program is designed to better prepare women for their active participation in the increasingly complex farm and ranch management decisions.

Analyzing Farmland Prices

Priority Area: Role of Agricultural Institutions

Farm Foundation provided travel funds for speakers at the North Central Regional Committee on Land Values (NCR-123) conference on cointegration analysis of farmland prices. The new methodology applied to agricultural land market dynamics has implications for agricultural institutions monitoring farmland values, particularly USDA, and several states that maintain continuing data series on agricultural land markets.

Economics of Biotechnology and Agriculture

Priority Area: New Technologies

Support for outside participants in a meeting of North Central Regional Research Committee on Economics of Biotechnology (NCR-142) stimulated interaction with committee members about the policy issues underlying biotechnology. Preliminary plans have been developed to hold a conference reviewing the state of knowledge about biotechnology and its economic implications during 1994. Additional research priority areas were also identified in the subsequent discussion by committee members.

Impact of Immigration Reform on U.S. Agriculture

Priority Areas: Globalization, Changing Rural Communities

The focus of this conference was on the failure of immigration reform to accomplish its original intentions from the viewpoint of agriculture. The Immigration Reform Control Act appears to have ushered in a new era of super abundant supply of farm labor. This abundance may both slow the pace of technological change and accelerate the Latinization of rural America, adding to the strain on social infrastructure faced by many rural communities. The proceedings will provide guidance to policy makers, researchers, agribusiness and rural community leaders.

Evaluating Agricultural Research Productivity

Priority Areas: New Technologies, Role of Agricultural Institutions

Public support for agricultural research has been declining in recent years. Farm Foundation and the North Central Regional Research Committee on Research Productivity (NC-208) sponsored this symposium to review research findings on the productivity of agricultural research. Presenters focused on methods for setting research priorities, strategies for funding and managing agricultural research, and new techniques for measuring research productivity. The symposium results should help public and private agencies that fund research to understand and articulate its benefits and provide researchers insights for future work.

Sustainable Development and Rural Areas

Priority Area: Environmental Issues

The Southern Regional Information Exchange Group No. 10 met May 14-15, 1992 in New Orleans to address issues related to sustainable development and resource use in rural areas. Participants reviewed research efforts on these topics underway in the South. Farm Foundation supported travel costs for representatives of the World Bank and the World Resources Institute to participate in the meeting. They reported on research related to sustainability of agricultural development and sustainable land use and economic development.

Environmental Issues and Risk Analysis

Priority Area: Environmental Issues

Farm Foundation facilitated the participation of an outside researcher in the Southern Regional Research Committee on Risk (S-232) meeting in Jekyll Island, Georgia on March 25-26, 1993. His paper on the use of non-expected utility techniques, an improved methodology for research on environmental costs and benefits from correcting environmental pollution problems stimulated discussion on future research direction.

Financing Rural Local Government

Priority Area: Changing Rural Communities

Farm Foundation and the Western Regional Research Committee on Rural Credit Systems (WRCC-63) sponsored this symposium to explore rural development and finance in the West. Research and extension programs for local government finance received special emphasis. The research programs focus on the impact of state and local tax initiatives on rural development opportunities. The extension programs make the research available for the policy discussions on these issues. Additional support for the symposium came from the Western Association of Experiment Station Directors and the Utah Agricultural Experiment Station.

Black Belt Counties: Life Conditions and Opportunities

Priority Areas: Changing Rural Communities, Role of Agricultural Institutions

This workshop examined living conditions, education, financial and social opportunities in the historically black majority counties in the South. Agricultural professionals reviewed existing conditions and developed a set of research and policy action points to be communicated to policy makers and used to guide future research programs. A proceedings will be published.

Society and Resource Management

Priority Area: Environmental Issues

Farm Foundation provided 60 scholarships for graduate students to attend the 4th North American Symposium on Society and Resource Management. The symposium focused on integrating human behavior and values with natural science knowledge to develop sustainable natural resource practices and effective natural resource policies. Almost 700 people participated in the symposium.

Research in Extension

Priority Areas: Globalization, Role of Agricultural Institutions

Extension professionals from 25 states and 14 countries participated in the International Symposium for Research and Extension Education in conjunction with the Association for International Agriculture and Extension Education, May 12-16, 1992 in Columbus, Ohio. Farm Foundation provided funding for a program that focused on research related to restructuring, program direction and preparing for extension programs of the next century. A proceedings volume was developed and distributed to participants.

Farm Foundation's Board includes representatives of the entire food chain, from inputs to production, processing and marketing. This balance gives the Foundation a unique and broad perspective for assessing and addressing the challenges that face a rapidly changing agriculture and rural America.

Dan Smalley
Red Hill Farms

Extension Committee Programming

The Cooperative Extension Service created by the Smith-Lever Act of 1914 is an educational institution uniquely qualified to serve agriculture, rural communities and the American public. Farm Foundation is committed to helping cooperative extension fulfill its mission for economic topics and policy issues. Regional committees provide opportunities for extension personnel to collaborate on multi-state projects, address issues that a single state would not be able to address alone and increase their knowledge of emerging issues. The objective is to increase the effectiveness of extension programs in individual states. Farm Foundation provides some financial support for and staff interaction with these committees.

North Central Public Policy Education Committee

Priority Areas: Globalization, Environmental Issues, Changing Rural Communities

- Reviewed the impact of the proposed North American Free Trade Agreement on various aspects of the economy of the North Central Region.
- Developed a survey of farmer and rancher preferences on 1995 farm bill policy issues.

North Central Farm Management Committee

Priority Areas: Role of Agricultural Institutions, New Technologies, Environmental Issues

- Provided regional leadership for a national project to improve understanding and acceptance of the new Farm Financial Standards. In addition, the committee developed an overview paper on the individual states' efforts to address farm record keeping and financial management to guide future programs and avoid state-to-state duplication.
- Exploring mechanisms to facilitate multi-state farm management programming in the region.

North Central Producer Marketing Committee

Priority Areas: Globalization, New Technologies, Role of Agricultural Institutions

- Developed plans to disseminate committee materials through private electronic media networks. The objective is to make extension developed data and market analysis available throughout the region to traditional and non-traditional audiences through alternative media outlets.
- Reviewed and revised 18 existing marketing fact sheets and started development on 21 new fact sheets, all of which will be disseminated through a variety of publication media.

Northeast Public Policy Education Committee

Priority Areas: Environmental Issues, Changing Rural Communities

- Completed work on a four-state project titled "Public Policy Education Related to Children, Youth and Families," cosponsored by the Northeast Regional Center for Rural Development. The project included an extensive literature review and implementation of a prototype planning model. A survey was developed to identify stakeholders, issues, educational program outcomes desired, the potential role for extension service, preferred delivery methods and potential collaborators for programs to assist children and families.
- Completed an assessment of solid waste management issues to provide a foundation for future policy education in the region. It identifies regional issues, resources and sources of support and collaboration.
- Assisted in the implementation of a water quality project funded by ES/USDA and the Kellogg Foundation. Over 130 extension faculty and staff attended the project workshops.

Northeast Farm Management Working Group

Priority Areas: Environmental Issues, New Technologies, Role of Agricultural Institutions

- Developed and implemented the Pro-Dairy program, a business school approach to dairy management. Implementation this year was concentrated in Vermont, New Hampshire and Pennsylvania.
- Initiated efforts to train farmers in financial records and computer aided management decision tools.

Northeast Marketing Working Group

Priority Areas: Globalization, Role of Agricultural Institutions

- Helped plan the 11th Mid-Atlantic Direct Marketing Conference, February 18-20, Lancaster, Pennsylvania. Over 450 individuals involved with farmer-to-consumer direct marketing from 10 states participated in the conference. The trade show associated with the conference had 55 exhibitors. Conference participants gave the meeting very high marks. This conference was recognized as an innovative marketing program at an organized symposium for excellence in extension programming at the 1992 AAEA annual meeting.
- Compiled a publication titled "Bibliography, Selected Writings on Food Safety" which is being reviewed for publication.

Southern Public Affairs Committee

Priority Areas: Globalization, Environmental Issues, New Technologies

- Provided leadership to plan and conduct the 1992 Southern Outlook Conference held September 28-30, 1992 in Atlanta.
- Developed 15 leaflets on sustainable agriculture that will be distributed throughout the region and initiated new projects on financing governmental services, wetlands and mediation and conflict resolution.

Southern Farm Management Committee

Priority Areas: Globalization, Environmental Issues, Consumer Issues, New Technologies

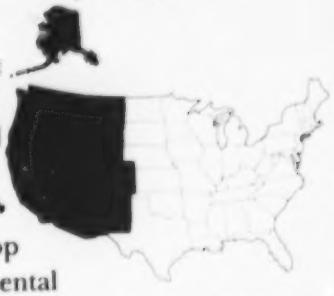
- Facilitated interstate exchange of educational material to reduce duplication of development and production costs. For example, the national IRM-SPA program for the livestock industry has been introduced in the South on a regional basis. Education and training were coordinated by extension specialists from several states. Committee members report that the cost savings generated by this exchange of materials and expertise alone exceeds the expenses associated with the committee meeting.
- New committee publications on part-time farming, incentive payments for farm employees and computer record keeping will be available by July, 1993.

Southern Marketing Committee

Priority Areas: Globalization, Environmental Issues, Consumer Issues, New Technologies

- Developed and published a *Bibliography of Marketing Educational Materials, Southern Region.*
- Participated in development of educational materials and regional training on the Group Risk Plan crop insurance pilot project.
- Conducted a survey of extension specialists on livestock contracting issues. A bibliography and leaflet series will be published.

Western Public Policy Education Committee



Priority Areas: Globalization, Environmental Issues

- Cosponsored a workshop on environmental conflict resolution with the Western Rural Development Center. Over 80 extension faculty from the Western region attended the workshop held in Portland, Oregon in February, 1992. Participants were taught skills to become more effective in educating about sensitive environmental issues. They reported that the workshop helped them improve their programs at the state level.
- Designed and organized a conference on public lands policy. Over 125 extension faculty attended this workshop to increase their skills in dealing with policy issues related to use of public lands in the Western Region.
- Workshop materials were published and disseminated throughout the region. The materials served as the basis for several extension education activities and many shorter publications. This material continues to have broad distribution in the West.

Western Farm Management Committee

Priority Areas: New Technologies, Environmental Issues, Role of Agricultural Institutions

- Completed development of computer software and accompanying publications related to farm and financial management issues facing agricultural producers in the region. Field reports

in Oregon indicate that this software has helped change traditional marketing and winter feeding programs of several Oregon ranchers. Long-term impacts on ranch profitability should be measurable in the future.

- Developed intra-regional training programs for state farm management economists and other extension professionals on sustainable agriculture, cost of production, financial standards and standard performance analysis. This has resulted in more uniform and higher quality education programs being made available throughout the region.

Western Marketing Committee

Priority Areas: Globalization, Role of Agricultural Institutions

- Provided marketing articles for the *Farmer-Stockman* regional magazine this year under the theme "Exploring Global Opportunities." This effort allows region wide dissemination of important marketing data and analysis and reduces state-to-state duplication of effort while reaching 70,000 subscribers.
- Completed an analysis of "Changing Institutional Structure of Livestock." This paper will be used to inform administrators and professionals in other disciplines of the changing structure of the livestock industry in the Western region.
- Published a *Marketing Bibliography* to provide a reference for all agricultural marketing publications and activities available in the Western Region.

Western Community Development Committee

Priority Area: Environmental Issues

- Developed a regional business retention and expansion strategy over the past three years. Projects from this strategy implemented in Montana are credited with saving up to 1,300 jobs in the past year. Similar efforts are underway in New Mexico and Idaho. The committee members have worked closely with the Western Rural Development Center to plan and implement these programs.
- Sponsored a workshop on strategic management of change attended by 48 extension workers. Participants have taken their newly acquired skills in community leadership and development back home to work with a wide variety of groups including the Sierra Club, environmental engineers, ranchers, miners and local business leaders.
- Almost 80 people from 17 states attended a committee sponsored workshop on solid waste management. Emphasis was placed on community education and involvement in solutions. The committee also cosponsored the environmental conflict resolution workshop with the Western Public Policy Education Committee.

The work of Farm Foundation grows in importance as more and more Americans leave farming and their rural roots. Educating the general public, the media and policymakers about significant issues facing farmers—from the costs of a wide variety of environmental regulations to the impact of a globalized commodity marketplace—is a challenge, but one that Farm Foundation has clearly met during its 60 years of educational work.

Luther McKinney
The Quaker Oats Company

Leadership Development and Recognition

Farm Foundation believes that leadership is an important key to foster prosperity in agriculture and rural America. The Foundation funds activities designed to develop the leadership skills of agricultural professionals. In addition, the Foundation helps recognize individuals who have displayed extraordinary leadership ability and who serve as role models in American agriculture.

Extension Fellowships

Priority Area: Communication and Leadership

Farm Foundation provided fellowships to ten extension professionals to assist them in pursuing additional graduate training. This program helps increase the competence of extension leadership by opening training opportunities to a group of potential leaders. Many previous recipients currently serve in prominent leadership roles in the land grant universities and related organizations. The following extension professionals received fellowships this year: Garee W. Earnest, Ohio Cooperative Extension Service; Betty S. King, Kentucky Cooperative Extension Service; Janice G. Miller, Kentucky Cooperative Extension Service; David G. Mitchell, Alabama Cooperative Extension Service; C. R. Bud Motsinger, University of Missouri Cooperative Extension Service; D. Ray Rice, Alabama Cooperative Extension Service; Judith L. Schneyer, Cornell Cooperative Extension; Claudette L. Smith, North Carolina A&T State University Agricultural Extension Program; Martha W. Warner, North Carolina Cooperative Extension Service; and Ronnie W. White, Mississippi Cooperative Extension Service.

National Association of Extension Home Economists Policy Awards

Priority Area: Communication and Leadership

Farm Foundation sponsors awards to individuals or team members of the National Association of Extension Home Economists who develop and conduct public policy education programs that: provide individuals and/or groups with information that will help consider alternatives and policies prior to making decisions affecting their welfare; encourage citizens to become involved in the public policy decision-making process; and/or prepare citizens for leadership and methods of involvement relating to public policy issues.

The 1992 awards were presented for:

- A Connecticut public policy education program on "The Issue of State Revenues and Expenditures for 1992" which incorporated innovative program design, multi-media delivery and expert response to participant questions;

- A Mississippi project which resulted in an effective country-wide literacy program and formation of a Literacy Council to coordinate work site literacy programs.

European Agricultural Policy Workshop for National Extension Leadership Development (NELD) Interns

Priority Area: Globalization

Farm Foundation paid speaker expenses for a workshop to prepare NELD interns for a European trip. Interns who participated in the workshop reported that they gained a broader perspective of agricultural and food policy in a global economy. Participants indicated that the seminar was especially helpful in preparing them to meet with European agricultural, environmental and governmental leaders.

Educating Young Reporters About Agriculture

Priority Area: Communication and Leadership

Farm Foundation and Virginia Cooperative Extension developed plans to sponsor a workshop for young newspaper reporters in Virginia, West Virginia, North Carolina and Tennessee. The objective is to provide these reporters with background information that may be useful when they are assigned to write agriculturally-related stories. A background notebook has been published and will be distributed to potential workshop participants. The workshop will be scheduled later in 1993.

AAEA Agricultural Economics Education for Youth

Priority Areas: Communication and Leadership, Role of Agricultural Institutions

Farm Foundation allocated funds to help sponsor the pilot effort of the AAEA Economic Education Committee to develop agricultural economic education programs for youth. The 15-month pilot project ending August, 1993 seeks to identify outstanding programs to share as models with agricultural economists throughout the U.S.

1992 Missouri Summer Extension Institute on Aging

Priority Area: Changing Rural Communities

Sixteen extension specialists from across the United States received scholarships to attend this institute designed to increase their knowledge and skills in gerontology education theory and practice. The summer school is one part of a larger "Senior Series" program that receives major funding from the Kellogg Foundation and supplemental funding from the four land grant regional rural development centers. As rural communities increasingly face social service infrastructure needs related to the aging population, extension is called upon to provide educational programs. Workshop participants are able to provide leadership in developing such programs in their states.

Southern Program Leaders Meeting

Priority Area: Role of Agricultural Institutions

Farm Foundation paid expenses of a congressional staffer to speak to the group of Southern Community and Rural Development Extension Program Leaders, Extension Directors and Experiment Station Directors. This stimulated dialogue between university extension and research leaders and congressional policy makers.

George Washington Carver Award

Priority Area: Communication and Leadership

Farm Foundation supports the annual George Washington Carver Award for the agricultural professional, affiliated with the 1890 land grant institutions, Tuskegee University or organizations serving their clientele, who exemplifies the public service philosophy and leadership qualities of George Washington Carver. This year the recipient was Burleigh C. Webb, Dean and Research Director, School of Agriculture, North Carolina A&T State University.

H. C. Taylor Manuscript

Priority Area: Role of Agricultural Institutions

Farm Foundation cosponsored the publication of a previously unpublished manuscript of the well known agricultural economist, Henry C. Taylor, the first managing director of Farm Foundation. Professor Taylor initiated the first department of agricultural economics at the University of Wisconsin-Madison and established the Bureau of Agricultural Economics within USDA (the predecessor of today's Economic Research Service) before coming to Farm Foundation. The publication is cosponsored with the Department of Agricultural Economics, University of Wisconsin-Madison, and Economic Research Service/USDA. The publication will be available during the second half of 1993 from the University of Wisconsin Press. It will be a significant addition to agricultural scholarship.

North Central Council of Administrative Heads of Agriculture

Priority Area: Communication and Leadership

Farm Foundation provides funding and staff assistance to semi-annual meetings of the North Central Council of Administrative Heads of Agriculture. These meetings provide a forum for dialogue on issues of importance to colleges of agriculture and identification of activities to be initiated regionally or nationally.

1992 Minnesota Extension Summer School

Priority Areas: Environmental Issues, Role of Agricultural Institutions, Changing Rural Communities, Communication and Leadership

Farm Foundation provided forty scholarships to county and state extension professionals who attended the Minnesota extension summer school. Short courses covered a variety of topics related to Foundation priorities. Course evaluations from participants were very positive and several participants related how this experience helped them improve their local extension programs. One participant summed up her experience with these words, "Each week I find myself revisiting the materials and notes I gathered . . . [and] consciously applying some of the principles and concepts which were part of the class I took. . . ."

Southern Region Leadership Committee

Priority Area: Communication and Leadership

Farm Foundation provided funding for outside speakers for the Southern Extension Program Leaders conference. The 1992 theme was "Changing Environment of the Cooperative Extension Service." Major presentations addressed all aspects of managing change in an organization. Over 100 extension leaders attended the three-day conference. Participants reported receiving useful information from the speakers and welcomed the opportunity for interaction

with colleagues across the region about how to apply the concepts they learned.

1992 AAEA Department Heads' Reception

Priority Area: Communication and Leadership

This gathering during the annual meeting of the American Agricultural Economics Association provides an opportunity for chairs and heads of departments of agricultural economics across the country to exchange ideas and concerns. This exchange has been particularly helpful in recent years as public funding for agricultural economics extension and research activities has decreased. Plans are underway to form a national department heads association and to develop a Council on Food, Agricultural and Resource Economics, as discussed later, to further this dialogue and establish funding priorities.

Teaching Excellence

Priority Areas: Role of Agricultural Institutions, Communication and Leadership

Farm Foundation provided 13 travel scholarships to allow less experienced teachers of agricultural economics to attend the resident instruction workshop at the American Agricultural Economics Association annual meeting. Topics included paradigm shifts in undergraduate and graduate programs, internationalizing curriculum and what recruiters want from current graduates of agricultural economics programs. These teaching workshops are designed to improve the quality of instruction in agricultural economics programs at the graduate and undergraduate levels.

International Leadership Alumni Association

Priority Areas: Globalization, New Technologies, Environmental Issues, Communication and Leadership

The goal of the 1992 conference was to expand the understanding of rural leaders in critical areas such as health care reform and rural economic development. Over 90 alumni of agricultural and rural leadership programs from around the world attended. Topics of discussion included leadership in change, viable rural economies, health care reform, expanding agricultural markets, genetic engineering, and building rural leader networks.

Council on Food, Agricultural and Resource Economics

Priority Area: Role of Agricultural Institutions

Many agricultural economists see the need to encourage additional public support for applied economic research, increase the economic content of other scientific research and make existing applied economic research more readily available to policy makers. Farm Foundation organized a meeting of representatives of various segments of the agricultural economics profession to develop a proposal for a council on food, agricultural and resource economics. The council's purpose will be to focus attention on the important contribution economic analysis can make on various issues facing agriculture, rural communities, agribusiness, and environmental and consumer concerns. It will provide agricultural economists with a mechanism for organized participation in the priority setting process which determines the funding and focus of re-

search related to broad aspects of agriculture.

Task Force on Food, Agricultural and Resource Economics for Youth

Priority Areas: Changing Rural Communities, Role of Agricultural Institutions

Farm Foundation has taken a lead role in forming this task force which includes leaders of national 4-H and FFA programs. The objective of the task force is to promote use of materials it will coordinate or prepare on the economics of agriculture, food, resources and rural development in educational curricula for youth.

Honors Programs in Agriculture

Priority Areas: Role of Agricultural Institutions, Communication and Leadership

College-bound high school students with an interest in agriculture currently have no opportunity to test for advance placement in agriculturally-related subjects. Farm Foundation is assisting in an effort to establish a secondary school honors curriculum in agriculture and an advance placement testing program for biological and social agricultural sciences. Participating students could get advance placement in selected entry level courses in schools of agriculture in the Pacific Northwest.

Rural Health

Priority Areas: Role of Agricultural Institutions, Changing Rural Communities

Farm Foundation is a supporting member of the National Rural Health Association and participates in their Research and Education Constituency Group. The purpose of the Group is to stimulate better research and extension education on issues of importance to agriculture and rural Americans.

My view is that Farm Foundation, through its programs and members, creates intellectual capital . . . Farm Foundation should take a leading role in creating intellectual capital for future use by all of those interested in American agriculture.

Gary H. Baise
Jenner and Block

Staff Activities

Farm Foundation programming goes beyond providing funding. Staff involvement has been a hallmark of Farm Foundation programming from the beginning. Catalytic leadership requires involvement and the Foundation's professional staff actively participates in many of its sponsored activities. In addition, our staff has provided leadership for professional, industrial and educational organizations.

This year, Foundation staff provided significant leadership to, among others, the following program activities:

- Program planning for the National Public Policy Education Conference; 1995 food and agricultural policy project planning; Southern Sustainable Agricultural Conference and regional extension committees.

- Project development for the Agricultural and Food Marketing Consortium; Task Force on Food, Agricultural and Resource Economics for Youth; Council on Food, Agricultural and Resource Economics; and Ad Hoc Agricultural Health and Safety Working Group.

- Planning, organization and proceedings publications for conferences on Commodity Promotion in a Global Economy, and Chemical Use and Produce Quality. These programs are detailed elsewhere in this report.

Apart from programs directly funded by Farm Foundation, staff activities this year included:

- Served as officers or directors of the National Farm-City Council, Inc. and its Finance Committee; International Association of Agricultural Economists; Fund for the International Conference of Agricultural Economists; FFA Farm Business Management Contest Committee; The Chicago Farmers; the North Central Rural Development Center; and the Southern Rural Development Center.

- Served as members of the University of Maryland-Eastern Shore Agribusiness Advisory Board; Public Issues Education Video Satellite Project Advisory Committee; Extension Committee on Policy/Extension Service, USDA Public Issues Education Task Force; Annenberg/CPB Social Science Telecourse Advisory Board; and Rural Sociological Society Endowment Committee.

- Reviewed proposed articles for the *Journal of Rural Health* and the *Review of Agricultural Economics.*

Round Table

Bennett Agricultural Round Table

Farm Foundation's Bennett Agricultural Round Table is composed of agricultural and agribusiness leaders. The current 118 members represent a wide range of commodity and business interests across the nation.

The Round Table meets twice yearly to provide a forum for discussion and interaction among members and invited government, academic, agribusiness and other interest group leaders. Each meeting focuses on a topic of importance to agriculture and rural America. These policy forums are an important element of Farm Foundation programming.

The June, 1992 meeting in Sacramento, California explored ***The Agricultural, Food and Environmental Policy Interface.*** Discussion topics included public policy issues in natural resource management, environmental protection and agriculture, food safety regulations for agriculture, development of alternative pesticides, and international agricultural trade implications of U.S. environmental/food safety regulations.

In January, 1993 members gathered in Phoenix, Arizona to discuss ***Institutional Change for a Dynamic Agriculture.*** Dialogue focused on the organization and mission of USDA and other institutions serving agriculture, including financial institutions, research and extension elements of land grant universities and farm organizations and interest groups.

Steering Committee

Robert W. Porter, Chair
Carol Brookins, Vice Chair
Walter J. Armbruster
Paul Brower
Thomas C. Dorr
Robert L. Foster
William R. Gordon
Steve A. Halbrook
Donald C. Hoganson
William F. Kirk
Luther C. McKinney
Daniel I. Padberg
William B. Sayre
Don Villwock

Farm Foundation's contributions to creating intellectual capital enabling agriculture to profitably accommodate change is an immense contribution to society.

Emmett Barker
Equipment Manufacturers Institute

Round Table Members

Duane Acker
Atlantic, IA

Earl Ainsworth
Farm Journal Publishing, Philadelphia, PA

Jo Ann Alumbaugh
Wallaces Farmer, West Des Moines, IA

Bill L. Amick
Amick Farms, Batesburg, SC

Melvin D. Androus
Rice Research Board, Yuba City, CA

***Varel G. Bailey**
National Corn Growers Association, Anita, IA

***Gary H. Baise**
Jenner & Block, Washington, DC

John Baize
John C. Baize and Associates, Falls Church, VA

Gregory L. Bamford
Bamford Realty, Inc., Scottsdale, AZ

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Equipment Manufacturers Institute, Chicago, IL

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Federal Reserve Bank of Chicago, Chicago, IL

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***John R. Block**
National American Wholesale Grocers' Association, Falls Church, VA

William T. Boehm
The Kroger Company, Cincinnati, OH

***Robert M. Book**
AgriVista, Carmel, IN

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National Council of Farmer Cooperatives, Washington, DC

Carol Brookins
World Perspectives, Inc., Washington, DC

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Gold Kist Inc., Atlanta, GA

Willard Bunn III
The Marine Corporation, Springfield, IL

Bruce O. Burnham
Fairfield, CT

Earl L. Butz
Purdue University, West Lafayette, IN

Robert V. Call, Jr.
My-T-Acres, Inc., Batavia, NY

John Campbell
Ag Processing Inc., Omaha, NE

John R. Campbell
Oklahoma State University, Stillwater, OK

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Louisiana Farm Bureau Fed., Belle Rose, LA

H. D. Cleberg
Farmland Industries, Inc., Kansas City, MO

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Coleman Natural Meats Inc., Saguache, CO

Michael Cook
University of Missouri-Columbia, Columbia, MO

***Robert Colson**
PM&O Shiplines, San Francisco, CA

***Robert D. Cook**
Tiburon, CA

Dean A. Cortopassi
San Tomo Partners, Stockton, CA

Wid P. Crawford
Pfizer Inc., New York, NY

Mark L. Darrington
Mark L. Darrington Farms, Declo, ID

Ed Dickinson
Progressive Farmer, Birmingham, AL

Thomas C. Dorr
Dorr's Pine Grove Farm Co., Marcus, IA

Richard A. Dudden
Padley & Dudden P.C., Ogallala, NE

William H. Dunklin, Jr.
W. H. Dunklin & Son, Inc., Dumas, AR

Maj. Gen. Robert Eaton (Deceased 4/93)
Eaton Associates, Inc., Chevy Chase, MD

Will Erwin
Earl & Erwin, Bourbon, IN

H. Richard Farr
Farr Feeders, Greeley, CO

Kenneth R. Farrell
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Nellysford, VA

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ConAgra, Inc., Omaha, NE

***William R. Gordon**
John Hancock Financial Services, Boston, MA

J. B. Grant
J. B. Grant & Associates, Washington, DC

***Connie Greig**
Little Acorn Ranch, Estherville, IA

Evan J. Hale
Western Farm Credit Bank, Sacramento, CA

Stuart B. Hardy
U.S. Chamber of Commerce, Washington, DC

Keith Heffernan
Iowa Farm Bureau Federation, West Des Moines, IA

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Phillip L. Herndon
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Hertz Farms, Mott, ND

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Howell Farms, Middletown, IN

Ralph Ichter
Euroconsultants, Inc., Washington, DC

Allan Johnson
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Jorgensen Farms, Ideal, SD

***John H. Kautz**
John Kautz Farms, Lodi, CA

Alan Kemper
Kemper Farms, Lafayette, IN

Richard King
King International Group, Los Angeles, CA

***William F. Kirk**
E. I. duPont de Nemours, Inc., Wilmington, DE

***Dean Kleckner**
American Farm Bureau Federation, Park Ridge, IL

Ralph Knobel
Knobel Farms, Inc., Fairbury, NE

Lee Kolmer
Ames, IA

***Robert C. Lanphier III**
AGMED, Inc., Springfield, IL

Patricia Leimbach
The End o'Way, Vermilion, OH

***Max Lennon**
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Lerch & Company, Inc., Washington, DC

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O'Connor & Company, Chicago, IL

***Luther C. McKinney**
Quaker Oats Company, Chicago, IL

Bobby McKown
Florida Citrus Mutual, Lakeland, FL

C. W. McMillan
McMillan & Farrell Assoc., Inc., Washington, DC

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Financial Data

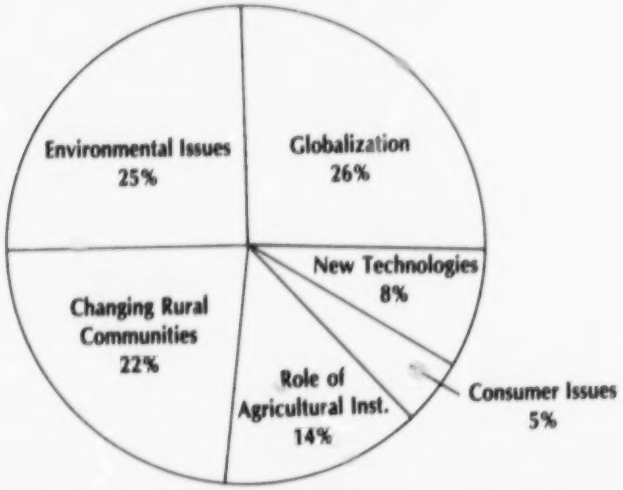
Fiscal Year Ending 4/30/93

Value of Farm Foundation Trust Fund 4/30/93	**$14,945,761**
Income for Fiscal Year Ending 4/30/93[a]	**$779,928**
Trust Fund Earnings	$667,681
Contributions	$112,247
Budgeted Expenses	**$885,000**
Staff Compensation and Benefits[b]	$323,525
Operating Expenses[b]	$140,975
Project Areas	
Public Policy	$125,000
Commercial Agriculture	$ 61,000
Natural Resources & Environmental Quality	$ 39,000
Human & Community Development	$ 39,000
Leadership Development	$ 68,000
Journalism & Communications	$ 30,000
Bennett Agricultural Round Table	$ 9,000
Travel[b]	$ 49,500

[a] *Unaudited.*

[b] *Allocations to projects are not made for staff, travel and operating expenses incurred in participating in them.*

PROGRAM EXPENDITURES BY PRIORITY AREA



Publications

Disseminating information generated by research, extension and education programs can greatly increase the impact of the original investment in those programs, a basic tenet of the Farm Foundation philosophy. To make such information available to the widest possible audience, Farm Foundation assists in the publication and distribution of workshop proceedings; regional extension committee publications; and, occasionally, multi-author publications.

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